National Student Media Convention

[R] Registration [S] Social event [P] Special Event

OCTOBER 23 • WEDNESDAY

1:00pm – 5:00pm	P	**Special Tour of KEXP** Special advance tour of KEXP including Live on KEXP. If you are on the tour list, meet in the hotel lobby at 12:50 p.m.	KEXP
4:00pm – 6:00pm	R	**Registration check-in open** Pick up your bag and badge early.	Salon A (515 Madison Street, Seattle, WA, USA)
6:00pm – 7:00pm	S	**Student Welcome Reception** Meet other student attendees and get ready for a great convention.	Salon A (515 Madison Street, Seattle, WA, USA)

[B] Breakout session [L] Live Cybercast [R] Registration [N] Roundtable discussion [S] Social event

OCTOBER 24 • THURSDAY

8:00am – 5:30pm	R	**Exhibitor Hall and Registration Open**	Salon A (515 Madison Street, Seattle, WA, USA)
8:30am – 9:00am	B	**Conventioning 101** *Speakers: Anabella Poland, Clara Ketchell* Conferences and conventions are a huge part of many careers in broadcasting, and this might be your very first one. Learn how to make the most of it. From planning your schedule, to networking opportunities, to how to get to know the exhibitors, this session will cover everything you need to know to make the most of this convention and future conventions.	North room - Third floor (515 Madison Street, Seattle, WA, USA)
9:00am – 10:00am	B	**Build a Better Reel** *Speakers: Noah Cooper and pros TBD* Learn from KING hiring managers and a TEGNA recruiter what they look for in on-air talent reels to make decisions on who they contact for interviews.	South room - Third floor (515 Madison Street, Seattle, WA, USA)
9:00am – 10:00am	B	**Coaching On-Air Talent** *Speakers: Steve Migs, Taryn Daly, Eric Powers, Ryan Castle* Whether your hosts and DJs plan on professional careers in media, or are just having fun, everyone can benefit from talented coaching to do their best on the air. Whether you're a senior DJ, program director, adviser or instructor, learn how to get the best out of students on the air, help them prepare for on-air careers and keep your station sounding great.	Salon C (515 Madison Street, Seattle, WA, USA)
9:00am – 10:00am	B	**Digital Accessibility for Student Media** *Speakers: Jamie Lynn Gilbert* Student Media tends to be a very welcoming place that values diversity, but is the content you are creating accessible to people with disabilities? In this session, learn about digital accessibility as it applies to websites, podcasts, interviews and social media. Specific topics include audio/video transcripts, descriptive link text, alt text, color contrast and color blindness.	East room - Third floor (515 Madison Street, Seattle, WA, USA)
9:00am – 10:00am	B	**Don't Sell My License! Staying Relevant at Your University And Using Data To Explain Why** *Speakers: Jasen Sokol, Chris Keppler* Shrinking budgets, and a perception held by some that radio is “dead” anyway, makes it more important than ever to prove your relevancy on campus. Learn how to keep your station safe and discover the quantitative and qualitative data you need to make the case to the people who need to hear it most	Salon B (515 Madison Street, Seattle, WA, USA)
9:00am – 10:00am	B	**Keep your Underwriting Copy Legal** *Speakers: Brad Deutsch* For-profit companies can be a source of funding for your station. Sponsors will want you to talk about them on the air, and in fact the law requires you to identify program sponsors. But you cannot promote them or their products and services. Explore the fine line between those concepts in this interactive session and learn the dos and don’ts of program underwriting announcements.	North room - Third floor (515 Madison Street, Seattle, WA, USA)
9:00am – 10:00am	L	**Live Cybercast: San Antonio College**	Salon A (515 Madison Street, Seattle, WA, USA)
9:00am – 10:00am	N	**Roundtable: TV/Video Production** *Speakers: Steven Hames* Roundtable discussions are unstructured conversations moderated by volunteer hosts.	West room - Third floor (515 Madison Street, Seattle, WA, USA)
10:00am – 11:00am	L	**Live Cybercast: Univ. of Louisiana Monroe**	Salon A (515 Madison Street, Seattle, WA, USA)
10:15am – 11:15am	B	**Charts, Playlists, and Connecting With The Music Industry: Why It Matters** *Speakers: David DeKeyser, Eva Papp* How does your music director connect with the right people sending the right music? How do your DJs share what they play publicly? How does your program director shape the voice for a station? And why is it so tough sometimes to do any of that? Learning the ways to better connect with your audience, musicians, and the wider music industry is a responsibility and need of any station, and you should know about the ways you can easily and quickly do just that. Join this panel to find out just how important that work is and how you can simplify and publicize it with services like Spinitron and others.	North room - Third floor (515 Madison Street, Seattle, WA, USA)

10:15am – 11:15am	B	**Podcast Kickstart** *Speakers: Jeremy Whiting* You have a great idea for a new podcast, or maybe you're looking for the best way to share an existing broadcast talk show online. There are a lot of options — where do you start? We'll run through our process of planning, producing, hosting and distributing podcasts on all of the major platforms. You'll leave with a few handouts and specific steps to easily get your show online today.	East room - Third floor (515 Madison Street, Seattle, WA, USA)
10:15am – 11:15am	B	**Rebuilding Revenue: Fundraising On and Off the Airwaves** *Speakers: Bobbi Washechek, Alissa Clemmons, Lynn Riggle, Billy Thompson, Caroline Blanke* Over the past three years, KJHK has increased our revenue from $10,000 a year to $30,000 a year with continuing a plan of growth of at least $10,000 a year moving into the future of the station. Caroline and I will discuss our underwriting kit and tactics, membership drives, merchandising, fundraising events and event sponsorships with samples of our work for attendees to take home with them.	Salon C (515 Madison Street, Seattle, WA, USA)
10:15am – 11:15am	B	**Show Prep and Effective Social Media Tips** *Speakers: Gregr* You're on the air in an hour and what will you talk about? How will you relate to your target audience and promote your media operation via social media? Pick up tips and ideas with plenty of question-and-answer discussion from a major market personality.	South room - Third floor (515 Madison Street, Seattle, WA, USA)
10:15am – 11:15am	B	**Visual Storytelling** *Speakers: Joseph Huerta* Learn the key things you've never before considered on a story scene to capture the best video and sound to maximize emotional storytelling through the eyes and ears of the best photojournalist in the country, KING 5's duPont-winning Joseph Huerta.	Salon B (515 Madison Street, Seattle, WA, USA)
10:15am – 11:15am	N	**Roundtable: Advisers Only** *Speakers: Cam Stone* Roundtable discussions are unstructured conversations moderated by volunteer hosts. This adviser-only roundtable is open to faculty/staff advisers only — no students and no vendors.	West room - Third floor (515 Madison Street, Seattle, WA, USA)
11:00am – 12:00pm	L	**Live Cybercast: University of Kansas**	Salon A (515 Madison Street, Seattle, WA, USA)
11:30am – 12:30pm	B	**Beyond the Artistry: Making Your Way in Filmmaking** *Speakers: John Gordon Hill, Maria Gargiulo, Vee Hua*	North room - Third floor (515 Madison Street, Seattle, WA, USA)
11:30am – 12:30pm	B	**Building Organizational Culture** *Speakers: Ivonne Camas, Nathan Rodriguez*	Salon C (515 Madison Street, Seattle, WA, USA)
11:30am – 12:30pm	B	**Let AI do the Boring Stuff** *Speakers: Joe Amditis* Looking to reclaim some time from tedious tasks so you can focus on what really matters? This session will demonstrate how AI tools can manage routine tasks, allowing you to focus on what truly matters: human-centred reporting, community engagement, etc.	East room - Third floor (515 Madison Street, Seattle, WA, USA)
11:30am – 12:30pm	B	**Storytelling is Everything** *Speakers: Rick Dunkle* Writer-Producer Rick Dunkle ("Criminal Minds") discusses how storytelling skills are fundamental to success in all business endeavors. Everyone has a story do to tell or to capitalize upon and Rick will show you how to take your storytelling to the next level through transmedia narratives aimed at making the best of each platform available to you.	Salon B (515 Madison Street, Seattle, WA, USA)
11:30am – 12:30pm	B	**We Run a Radio Station IRL: Ask Us Anything** *Speakers: Scotty Van Dryver, Dave Walker, Allan Fee, Patrice Valentine, Victor Gotelaere, Heidi Persson*	South room - Third floor (515 Madison Street, Seattle, WA, USA)
11:30am – 12:30pm	N	**Roundtable: Women in College Media** *Speakers: Alex Bennett* Roundtable discussions are unstructured conversations moderated by volunteer hosts.	West room - Third floor (515 Madison Street, Seattle, WA, USA)
12:00pm – 1:00pm	L	**Live Cybercast: Texas A&M**	Salon A (515 Madison Street, Seattle, WA, USA)

12:45pm – 1:45pm		**Focus Group - College Radio Learning Outcomes**	West room - Third floor (515 Madison Street, Seattle, WA, USA)
		What have you learned through your experiences in college radio? Participate in a research project and lunch is on us. Sign up in registration area. Limited space available. Contact Greg Jacquay for more info at GJAcquay@csustan.edu or 209.585.8895.	
1:00pm – 2:00pm	L	**Live Cybercast: University of Wisconsin Whitewater**	Salon A (515 Madison Street, Seattle, WA, USA)
2:00pm – 3:00pm	B	**Developing a Podcasting/Radio Camp for High School and Middle School Students**	
		Speakers: Rodger Smith	East room - Third floor (515 Madison Street, Seattle, WA, USA)
		Looking for a project which connects you with your community and promotes and raises revenue for your station? Learn how to develop and produce this summer camp that teaches basic podcasting and radio skills to high school and middle school students.	
2:00pm – 3:00pm	B	**FCC Compliance and You**	Salon B (515 Madison Street, Seattle, WA, USA)
		Speakers: Brad Deutsch	
		Does your station have an FCC license? You need to know how to protect it! This interactive session will include info about Online Public Inspection File requirements, regulations and requirements to keep that license. We'll discuss the FCC technical and administrative rules pertinent to college broadcast stations and identify the most common violations and pitfalls to avoid. We'll also cover what types of sanctions the FCC may issue for various violations and what to do if the FCC comes-a-knockin'.	
2:00pm – 3:00pm	B	**Working with your Athletic Department**	North room - Third floor (515 Madison Street, Seattle, WA, USA)
		Speakers: Jasen Sokol, Bobby Gerome	
		Is trying to work with your school's athletic department more like trying to work with a brick wall? This panel will explain why you should have a good relationship with your athletic department (even if you don't cover sports!) and how your outlet can do this through game coverage, shared staffing, game entertainment, recruiting and more.	
2:00pm – 3:00pm	L	**Live Cybercast: Embry-Riddle Aeronautical University**	Salon A (515 Madison Street, Seattle, WA, USA)
2:00pm – 3:00pm	N	**Roundtable: News**	West room - Third floor (515 Madison Street, Seattle, WA, USA)
		Speakers: Grant Ferrell	
		Roundtable discussions are unstructured conversations moderated by volunteer hosts.	
2:00pm – 4:15pm	B	**Cut, Edit, Create: First Steps in Video Editing (double-length session)**	Salon C (515 Madison Street, Seattle, WA, USA)
		Speakers: Adelina Cooper	
		This session is perfect for beginners and will cover some essential tools, key techniques like cutting and transitions, and tips for enhancing your videos. Bring your creativity and any footage you'd like to work with as we help you start editing with confidence! Be sure to download a digital video editor before the session (DaVinci Resolve is a fully functional free editor. iMovie works too).	
2:00pm – 4:15pm	B	**I'm in Charge. Now What?! (double-length session)**	South room - Third floor (515 Madison Street, Seattle, WA, USA)
		Speakers: Steven Hames, Jamie Lynn Gilbert, Sarah Hernando	
		You've become a manager at your student-run media outlet. Congratulations! In part one of this two-part session you'll learn about getting started in a leadership role, writing job descriptions, setting goals and running effective meetings. Then come back for part two to learn more.	
3:15pm – 4:15pm	B	**Beyond the Tools: The Adoption of AI Across Media**	Salon B (515 Madison Street, Seattle, WA, USA)
		Speakers: Randa Minkarah	
		While the use of AI is easily seen in the creation of media content, it is also impacting the business of media. In this session, you'll hear from a veteran media professional who speaks from personal experience about how AI is changing the industry and how you can prepare for it.	
3:15pm – 4:15pm	B	**Care and Feeding of Alumni**	North room - Third floor (515 Madison Street, Seattle, WA, USA)
		Speakers: John Devecka	
3:15pm – 4:15pm	B	**Curating the Sound of your Station**	East room - Third floor (515 Madison Street, Seattle, WA, USA)
		Speakers: Becca Arkfeld, Cade Williams, Evie Richard	
3:15pm – 4:15pm	N	**Roundtable: Queer in College Media**	West room - Third floor (515 Madison Street, Seattle, WA, USA)
		Speakers: Mel Bridges	
		Roundtable discussions are unstructured conversations moderated by volunteer hosts.	

4:00pm – 5:00pm		**Live Cybercast: Neumann University**	Salon A (515 Madison Street, Seattle, WA, USA)
5:30pm – 7:00pm	S	**Swag Swap Social**	Madison Foyer (515 Madison Street, Seattle, WA, USA)

Bring your media outlet's pens, key chains, stickers and T-shirts to swap at this opening night social event. Network with your peers while scoring free stuff. No swag? No problem! Come and get promo ideas and vendor suggestions so you'll be ready for next year. Age-appropriate beverages and food provided on a first-come, first-served basis.

[B] Breakout session [L] Live Cybercast [R] Registration [N] Roundtable discussion [S] Social event [P] Special Event

OCTOBER 25 • FRIDAY

8:30am – 9:30am	R	**Exhibitor Hall and Registration Open**	Salon A (515 Madison Street, Seattle, WA, USA)
9:00am – 10:00am	B	**50 (More) Low-Cost or No-Cost PR Ideas in 50 minutes**	Salon C (515 Madison Street, Seattle, WA, USA)
9:00am – 10:00am	B	**How Are We Going To Pay For This?**	South room - Third floor (515 Madison Street, Seattle, WA, USA)

Speakers: Jasen Sokol, Emily Davala, Zachary Sinutko, Bobby Gerome

Let's face it, running a college media outlet is expensive. With university money dwindling, it's important to have an effective fundraising strategy of your own so you can get the money you need to survive and thrive (and maybe even put some away for a rainy day!). We'll show you how WJCU raises nearly $70,000 at its pledge drive every year, including our timeline, strategies, successes, failures, swag that works, etc.

9:00am – 10:00am B **How To Do Music Criticism: Writing Album and Concert Reviews**

Speakers: Joseph Mazzola North room - Third floor (515 Madison Street, Seattle, WA, USA)

An in-depth look into music criticism. This session will discuss the craft of writing music reviews with a focus on concert and album reviews for student radio station publications. We will explore what does work in reviews, what doesn't work, what review and criticism mistakes you and your staff should avoid, and ultimately, how to make engaging material for your readers.

9:00am – 10:00am B **The Studio Method** Salon B (515 Madison Street, Seattle, WA, USA)

Speakers: Rick Dunkle

Hollywood alum Rick Dunkle details how the Media Program he oversees at University of Indianapolis transformed its practices to bring the radio and TV organizations under one umbrella: a production arm creating content for every platform — radio, TV, film, digital, etc.

9:00am – 10:00am B **They Said WHAT?** East room - Third floor (515 Madison Street, Seattle, WA, USA)

Speakers: Chris Keppler and Anabella Poland

A presentation of our Top 10 List of things on our stations that make us say, "What did they just say?" Overdoing it, underdoing it and a couple of things in between.

9:00am – 10:00am	L	**Live Cybercast: Indiana University of Pennsylvania**	Salon A (515 Madison Street, Seattle, WA, USA)
9:00am – 10:00am	N	**Roundtable: Radio and TV Promotions**	West room - Third floor (515 Madison Street, Seattle, WA, USA)

Speakers: Mackenzie Jackson

Roundtable discussions are unstructured conversations moderated by volunteer hosts.

10:00am – 11:00am	L	**Live Cybercast: Wayne State College**	Salon A (515 Madison Street, Seattle, WA, USA)
10:15am – 11:15am	B	**Building a Personal Brand**	South room - Third floor (515 Madison Street, Seattle, WA, USA)

Speakers: Leslie Scott

As young adults begin to join the workforce in media or otherwise, it's important for them to start considering their personal brands. Going beyond a reputation, a personal brand is about visibility and the values that you outwardly represent. In this session, we'll talk about how to determine your personal brand, especially for those in front of the camera/microphone, ways to develop that point of view, and things to watch out for that could detract from a positive image.

10:15am – 11:15am B **Connecting With the Audience** Salon C (515 Madison Street, Seattle, WA, USA)

Speakers: Greg Weston

There's so much competition for the audience's attention these days. It's difficult to get your message through the clutter. It's especially hard for college radio stations that might have dozens of DJs and play almost that many genres. This presentation will show you how to connect with your audience by applying basic marketing principles to your imaging.

10:15am – 11:15am B **Election Night On-air Strategy** Salon B (515 Madison Street, Seattle, WA, USA)

Speakers: Steven Hames, Mel Bridges, Pat Janssen

Big elections are big news — but how can you cover something this big and keep it focused for your audience? And, how do you do it while you're juggling classes, too? Learn strategy and ideas for producing live coverage of the 2024 elections.

10:15am – 11:15am	B	**Working with your Administration** *Speakers: Jasen Sokol, Sean Ahern*	North room - Third floor (515 Madison Street, Seattle, WA, USA)
10:15am – 11:15am	N	**Roundtable: Web-only Radio Stations** *Speakers: Rodger Smith* Roundtable discussions are unstructured conversations moderated by volunteer hosts.	West room - Third floor (515 Madison Street, Seattle, WA, USA)
10:15am – 12:30pm	B	**Radio/TV/Multimedia Show and Tell (double-length session)** *Speakers: Dan Schumacher, Brian Lucas* A fun, free-wheeling session where participants share their best work — on-air, online and in the studio. Producers, show off your completed projects or works in progress. This can include airchecks and reels, news or sports packages, music videos, TV segments, podcasts and more. We ask that clips not exceed three minutes. Bring a drive or post the clips online ahead of time so we can hear or see them. Constructive feedback will be provided by the moderators and session attendees.	East room - Third floor (515 Madison Street, Seattle, WA, USA)
11:00am – 12:00pm	L	**Live Cybercast: Montclair State University**	Salon A (515 Madison Street, Seattle, WA, USA)
11:30am – 12:30pm	B	**How to be a Screenwriter** *Speakers: Rick Dunkle* Screenwriter Rick Dunkle, WGA West, discusses how to be a screenwriter and what elements make a good script. He'll teach screenwriting basics while also detailing the path he took to become a writer-producer on one of the most popular crime dramas in primetime: "Criminal Minds."	Salon B (515 Madison Street, Seattle, WA, USA)
11:30am – 12:30pm	B	**RCS Sponsored Session: The Future of Radio Automation** *Speakers: Nate Mumford* As radio continues to evolve into the Cloud with AI voices and workflows, automation remains a staple to help assist broadcasters with everyday tasks. Between building logs, voice tracking, remote work and more, radio automation is made to work with the broadcaster. We'll discuss automation's role in a typical workday, how engineers are incorporating the Cloud and AI from the automation perspective, and review why programmers include automation as part of their radio solution.	Salon C (515 Madison Street, Seattle, WA, USA)
11:30am – 12:30pm	B	**Sponsored Session: Attracting Young Talent to Broadcast Engineering** *Speakers: Society of Broadcast Engineers* With more than 4,500 members and 116 local chapters, the SBE provides a forum for the exchange of ideas and the sharing of information to help you keep pace with our rapidly changing industry. The SBE amplifies the voices of broadcast engineers by validating your skills with professional certification, by offering educational opportunities to maintain and expand those skills and by speaking out on technical regulatory issues that affect how you work.	North room - Third floor (515 Madison Street, Seattle, WA, USA)
11:30am – 12:30pm	B	**Stand Out! Why Creating Distinctive Content is Critical to the Future of Radio** *Speakers: Greg Weston, Sean McDonald* Audiences today have 24-7 access to an infinite amount of customizable audio and video content through their phones. Developing distinctive programming is not only important to the growth of your college station, but it's also critical for the survival of commercial radio. Come learn what it means to engage your audience in 360°, tell us about innovative content you're currently producing and brainstorm ideas that can help your station stand out!	South room - Third floor (515 Madison Street, Seattle, WA, USA)
11:30am – 12:30pm	N	**Roundtable: Sports** *Speakers: Liam Hoffman* Roundtable discussions are unstructured conversations moderated by volunteer hosts.	West room - Third floor (515 Madison Street, Seattle, WA, USA)
12:00pm – 1:00pm	L	**Live Cybercast: Rhode Island College**	Salon A (515 Madison Street, Seattle, WA, USA)
12:45pm – 1:45pm		**Focus Group - College Radio Learning Outcomes** What have you learned through your experiences in college radio? Participate in a research project and lunch is on us. Sign up in registration area. Limited space available. Contact Greg Jacquay for more info at GJAcquay@csustan.edu or 209.585.8895.	West room - Third floor (515 Madison Street, Seattle, WA, USA)
1:00pm – 2:00pm	L	**Live Cybercast: John Carroll University**	Salon A (515 Madison Street, Seattle, WA, USA)

2:00pm – 3:00pm	B	**Editing Essentials: Tricks for Better Video** *Speakers: Adelina Cooper* Take your video editing skills to the next level in this follow-up session! Discover essential tips and tricks that will enhance your editing efficiency and creativity. We'll explore some advanced techniques, effective workflow strategies, and tools to polish your projects. Perfect for those ready to refine their skills, this session will help you create stunning videos with ease. Bring your questions and any work-in-progress projects for a hands-on experience!	Salon C (515 Madison Street, Seattle, WA, USA)
2:00pm – 3:00pm	B	**Play-by-Play Basics** *Speakers: Everett Fitzhugh* Whether it's radio or television, you need to make the game come alive for your listeners and viewers. Learn from this major league broadcaster and 2023 Washington Sportscaster of the Year!	East room - Third floor (515 Madison Street, Seattle, WA, USA)
2:00pm – 3:00pm	B	**Professional Promotions and Branding** *Speakers: Ryan Castle, Christy Taylor* Learn how to build and promote your station's brand from Audacy professionals!	Salon B (515 Madison Street, Seattle, WA, USA)
2:00pm – 3:00pm	B	**Small School Student Media** *Speakers: Steven Hames, Grant Ferrell, Michael Carvaines* Media outlets at small schools deal with unique challenges in comparison to larger universities. This roundtable will be led by students and station staff involved with radio and TV at small colleges and universities. Participants will have the opportunity to discuss and learn from one another about some of the obstacles and successes including student engagement and retention, convergence, web and social media presence, and app integration, strategic partnerships, promotions, planning, funding and more.	North room - Third floor (515 Madison Street, Seattle, WA, USA)
2:00pm – 3:00pm	B	**Underwriting 101: Ins and Outs of Selling Underwriting** *Speakers: Bobbi Washechek, June Fox* Interested in starting, or restarting, underwriting for your station? Learn all you need to know from pricing, building relationships and sales to writing compliant copy and getting it on the air.	South room - Third floor (515 Madison Street, Seattle, WA, USA)
2:00pm – 3:00pm	L	**Live Cybercast: Virginia Commonwealth University**	Salon A (515 Madison Street, Seattle, WA, USA)
2:00pm – 3:00pm	N	**Roundtable: Student Radio Station Managers** *Speakers: Bella Lardin, Cade Williams* Roundtable discussions are unstructured conversations moderated by volunteer hosts.	West room - Third floor (515 Madison Street, Seattle, WA, USA)
3:00pm – 4:00pm	L	**Live Cybercast: Loyola Maryland**	Salon A (515 Madison Street, Seattle, WA, USA)
3:15pm – 4:15pm	B	**Ask the Sr VP of Programming** *Speakers: Dave Richards* Join Sr. VP of Programming Dave Richards from Audacy and bring your questions about programming, career paths and more!	Salon C (515 Madison Street, Seattle, WA, USA)
3:15pm – 4:15pm	B	**Community Engagement Through College Radio** *Speakers: Jack Doyle, Ari Pereira, Nour Currie, Samantha Boggs* This presentation explores effective strategies for campus community engagement through college radio with student managers from UWave Radio and WXIN. Learn strategies, special programs and other ways to connect and engage with your community.	Salon B (515 Madison Street, Seattle, WA, USA)
3:15pm – 4:15pm	B	**How to Get Your First job in TV News and Sports** *Speakers: Emma Ferguson, Lianna Johnson, Noah Cooper, Sarah Mahaney* Learn from TEGNA senior content recruiter and producers from two TV markets the key things you need to know to land your first job in TV news, sports or weather.	South room - Third floor (515 Madison Street, Seattle, WA, USA)
3:15pm – 4:15pm	B	**Resolving Conflict in Difficult Situations** *Speakers: Jeremy Whiting, Ashley Land, Delaney Rogers* Student media just happens to be one of the best places to get thrown into leadership training. You certainly have a great staff, but problems will inevitably come up. How will you handle them? Let's talk through some examples of difficult situations (all based on true stories!) to prepare for conflict resolution with your own staff.	North room - Third floor (515 Madison Street, Seattle, WA, USA)

3:15pm – 4:15pm B **The Ins and Outs of Managing a Content Team** East room - Third floor (515 Madison Street, Seattle, WA, USA)

Speakers: Sarah Hernando, Clara Ketchell

Prior to being General Manager, I was my station's Content Manager. The session would cover important skills needed to ensure a team of content creators (bloggers, podcasters, videographers, etc.) can produce quality content on a consistent schedule. Lessons learned from successes and failures would also be covered to avoid easy mistakes.

3:15pm – 4:15pm N **Roundtable: Radio Program Directors** West room - Third floor (515 Madison Street, Seattle, WA, USA)

Speakers: Kelsey Brannan, Sasha Sperry

Roundtable discussions are unstructured conversations moderated by volunteer hosts.

4:30pm – 6:30pm P **Career Fair Mixer** Madison Foyer (515 Madison Street, Seattle, WA, USA)

Mix and mingle with recruiters from six companies representing 361 radio stations and 376 television stations in cities all over the U.S. including New York, Los Angeles, Atlanta, Houston, Phoenix, St. Louis, Nashville, Bellingham, Jonesboro, Northampton and Butte. Company reps will also be scheduling one-on-one meetings for Saturday morning at this casual event.

7:45pm – 10:30pm P **Screening: "35000 Watts: The Story of College Radio" with special guests**

Speakers: Jennifer Waits, Michael Millard, Stacy Bellew East room - Third floor (515 Madison Street, Seattle, WA, USA)

'35000 WATTS' charts the wild journey of visionaries and rebels on college campuses across America who changed the course of music history and made an indelible imprint on our culture.

This is the untold story of college radio brought to life by the students behind the mic and the bands they made famous. It's the story of the youth and music culture that originated, and later flourished, on the airwaves of American colleges and universities, establishing a new generational voice and a new path to success for many alumni and artists.

Highlighting an era where college radio's influence was at its peak, "35000 Watts: The Story of College Radio" also examines its humble beginnings and how it evolved to create hugely impactful experiences for local and regional communities, students finding their voice, and the musicians seeking their shot at hitting it big.

The film dives deep into the music that was the heart of college radio programming, exploring the symbiotic relationship between artists creating music that did not fit into commercial radio formats and the student-run radio stations that were more than happy to play it. The film features interviews with iconic big-name acts and smaller regional bands who lived their rock-and-roll dream for a short while, as well as discussions with former college radio alumni who spin on about their role in college radio and why college radio is still relevant in today's media-saturated landscape.

Full of music, humor and energy, "35000 Watts: The Story of College Radio" is an electrifying journey through an aspect of American culture that is often overlooked but has made an undeniably loud impact on society.

About the Director

Michael Millard began his broadcasting career at KTXT-FM in Lubbock, TX in 1992, eventually becoming the station manager in 1994-95. His time at KTXT was a life-changing experience, as it was for thousands of college students over the last 75 years. This shared experience and love for college radio has united DJs, musicians and listeners all over the United States.

After leaving Texas Tech, Michael worked for several years in commercial radio, and later as a resident DJ at one of the largest clubs in Texas. In the early 2000s, he founded two internet radio stations, and also began exploring an interest in video production and documentary filmmaking.

9:00pm – 10:45pm S **Advisers: Meet in the Suite** TBA

For advisers/instructors/pros only. Join the CBI President, Board of Directors and your peers for snacks and beverages. Suite number is available from Board members.

[B] Breakout session [N] Roundtable discussion [P] Special Event

OCTOBER 26 • SATURDAY

9:00am – 10:00am

CBI Member Meeting South room - Third floor (515 Madison Street, Seattle, WA, USA)

Speakers: Anabella Poland

All CBI members (students and faculty/staff) are encouraged to attend our third quarterly membership meeting of 2024. CBI board members will provide updates on the state of the organization and give you an opportunity to share what you want from CBI.

10:00am – 12:30pm P

Career Fair One-on-One Meetings North room - Third floor (515 Madison Street, Seattle, WA, USA)

Students who scheduled time to meet individually with recruiters are invited to the North room for one-on-one conversations.

10:15am – 11:15am B

Media Production for Study Abroad and Service Learning Projects

Speakers: Randy Ray, Michael McFarland East room - Third floor (515 Madison Street, Seattle, WA, USA)

The session will discuss how West Texas A&M University has incorporated media production into our study abroad and service learning projects. We'll discuss and show video examples of our study abroad trips to South Africa, Israel and England, and the projects completed by the Advanced Media Production class for the cities of Canyon and Amarillo, Texas.

10:15am – 11:15am B

Saving Your College Radio Station's History South room - Third floor (515 Madison Street, Seattle, WA, USA)

Speakers: Jennifer Waits

College radio has a rich history, dating back more than a century. Are you working to preserve and archive your station's materials? You might be surprised by the items that are of interest to researchers and historians. Multiple efforts are underway to help college radio stations preserve both audio as well as paper artifacts from the past and present. In this session, we'll share resources that are available from the Library of Congress' Radio Preservation Task Force. Additionally, we'll talk about a new Internet Archive project that is collecting and digitizing college radio materials for a collection within the Digital Library of Amateur Radio and Communications (DLARC). This session will include ample time for questions and we'd love to hear about the gems lurking in your radio station's shelves and file cabinets.

10:15am – 11:15am N

Roundtable: POC in College Media West room - Third floor (515 Madison Street, Seattle, WA, USA)

Roundtable discussions are unstructured conversations moderated by volunteer hosts.

11:30am – 12:30pm B

AI in Adobe Audition, Premiere Pro and More South room - Third floor (515 Madison Street, Seattle, WA, USA)

Speakers: Sean McDonald, John Morris

Artificial Intelligence is having a impact on the entertainment industry. The plethora of Adobe products are including new AI with each update. In the session, you will learn about some of the news AI in both Adobe Audition and Premiere Pro as well as a quick look at some other Adobe programs.

11:30am – 12:30pm B

Critical Consumption of Information East room - Third floor (515 Madison Street, Seattle, WA, USA)

Speakers: Andrew Bock

As the media and information ecosystem continues this evolution, it's more critical than ever for you, as an individual interested in media studies, journalism, or communication, to have a more informed understanding of how we got here, what's changed, and where we (might) be going.

We'll explore the role the media has found itself playing and how you can impact the future direction.

11:30am – 12:30pm N

Roundtable: Student Radio Music Directors West room - Third floor (515 Madison Street, Seattle, WA, USA)

Speakers: Megan Groves

Roundtable discussions are unstructured conversations moderated by volunteer hosts.

1:30pm – 2:45pm P

National Student Production Awards Courtyard Ballroom: B Level (515 Madison Street, Seattle, WA, USA)

CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. The best in student media is being recognized for their work. Come to see and hear the best in student-produced media and/or to accept your award. Thank you to our summer judges and congratulations to the finalists.